

**If you've ever dreamed
of building a campground...**



**...the KOA Development
Department can help make
your dream come true.**

Advantages of using the KOA Development Department

KOA has over 30 years of campground development experience ... and it shows!

Count on our team of development specialists to help you in all phases of your campground development—from site selection to grand opening. It's an investment worth making.

"From stage one, until the day your campground opens, our team of KOA development professionals will help you every step of the way," says Dave Johnson, vice president of the KOA Licensing Department.

Look at it this way: If you were thinking about making a long-term financial investment, would you trust the advice of your next-door neighbor or would you seek help from a certified financial planner? Both may have your best interest in mind, but the wise investor would go with the expert.

This same principle applies when seeking consultation for the development of your campground. Our professional staff will ensure that your campground is designed and built with today's camper in mind.

These services are provided free of charge once your application has been accepted by KOA Inc.



Development School

Wondering how to select a site, deal with zoning regulations, or obtain financing? From A to Z, you will learn this and much more when you attend KOA-U Development School at KOA's international headquarters in Billings, Montana.

Other areas of instruction include:

- Site selection criteria
- Zoning, health and sanitation requirements
- Campground design
- Contractor selection
- Financing
- Building construction
- Site development
- Merchandising techniques
- Supply catalog
- Opening procedures

A detailed instruction manual covering every phase of development is provided at the conclusion of school.

Site Calls

After you have attended Development School, a member of the KOA Development team will make two site visits: first to ensure that the site is acceptable for building a KOA Kampground, and, second, after construction is under way, to provide you with on-site development consultation.

Additional services include:

- A property and location evaluation based on established historical criteria
- A drawn-to-scale conceptual site plan showing efficient layout and design of roads, buildings, campsites and other camper facilities
- Detailed specifications showing site and utility relationship

*G*eneral Consulting

Once you have made the decision to build a KOA Kampground, the KOA Development team will instruct you on how to meet local regulations, line up contractors and locate suppliers. The team will also provide consultation on site selection criteria, planning, development and construction.

Additionally, you will receive:

- Assistance in negotiating with governmental licensing agencies
- A utility evaluation
- Technical assistance with local engineers, architects and trade workers
- On-site consultation to ensure proper construction procedures
- A list of product sources for equipment associated with campground development
- A drawn-to-scale store layout and an inventory guide
- Development, marketing, supply and operations manuals
- Grand-opening kit
- Sign package
- Marketing mailing list



*B*lueprints

During the Development School, you will receive blueprints for the following:

- Main building
- Water and sewer risers, dump station, water shutoff valves
- Shower detail
- Laundry detail
- Special tent sites
- Kamping Kabins
- Satellite rest room facilities
- Playground equipment

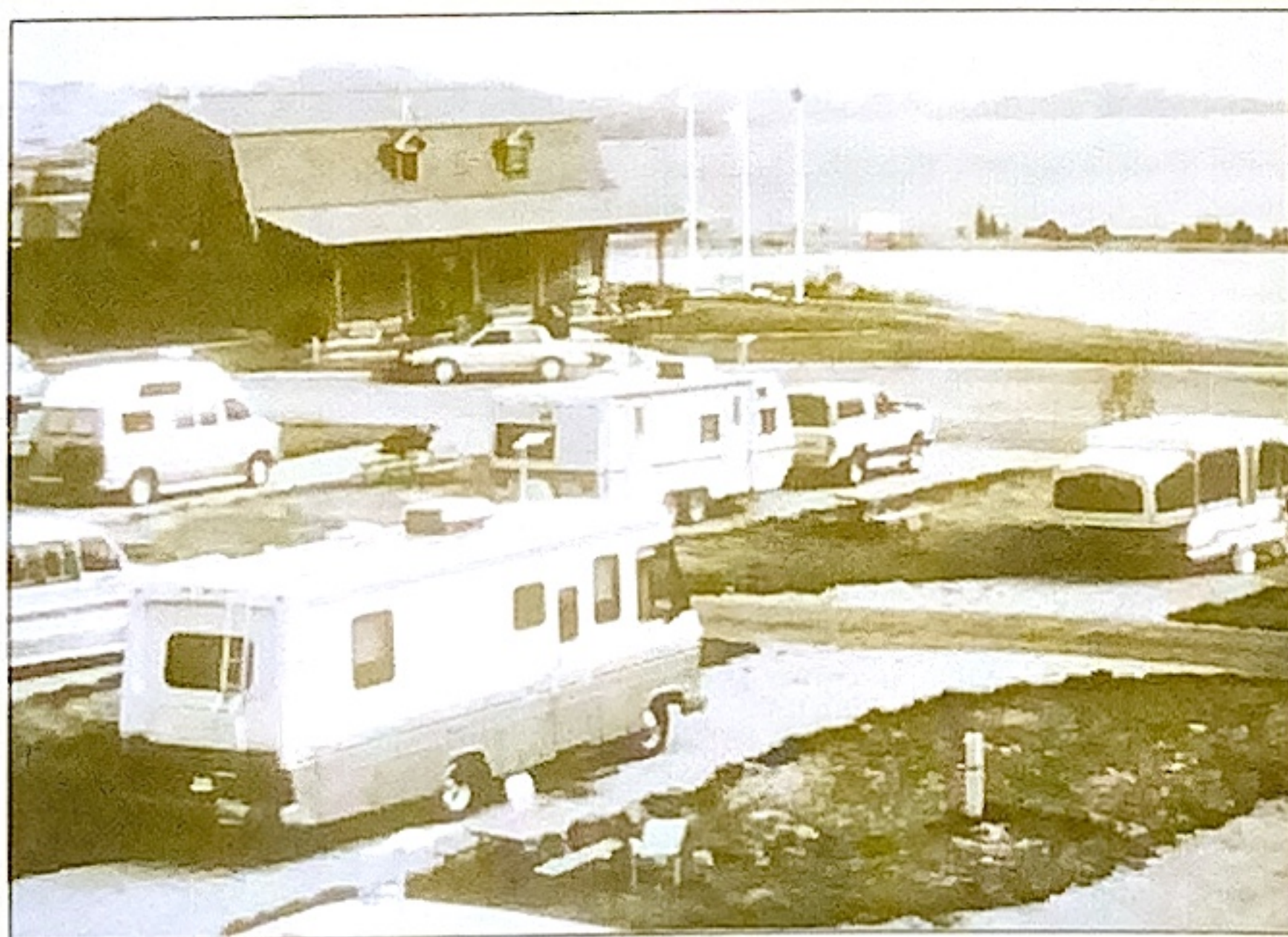
Additional blueprints may be requested.

*F*inancial Consulting

One of the main concerns of potential franchisees is that of obtaining financing for their proposed campground. To aid you in this process, the KOA Development team will show you how to make a good impression on your lender, and will provide you with training on how to:

- Develop a professional business plan
- Locate appraisal assistance
- Estimate development costs

KOA is the leader in the camping industry with over 30 years of experience in campground planning and building. If you are serious about building a new KOA Kampground, take advantage of our development experts. They will provide you with personal, in-depth assistance every step of the way.



KOA Licensing Department
P.O. Box 30558, Billings, MT 59114
Call toll free 1-800-548-7239

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As in any business venture, many individual factors make up a successful campground. Although KOA can help you design and build your campground, we do not predict what your financial earnings will be.